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ABSTRACT

Intended for newspaper managing editors, this collection of articles includes the following topics and authors: (1) the future of newspapers, by Deborah Howell; (2) newspapers' involvement in cable television endeavors, and (3) a newspaper's experiment in cable television, both by Ward Threatt; and (4) speciality magazines, by Susan Miller. Also included is a list of newspapers involved with character-generated text or video services,. (EL)

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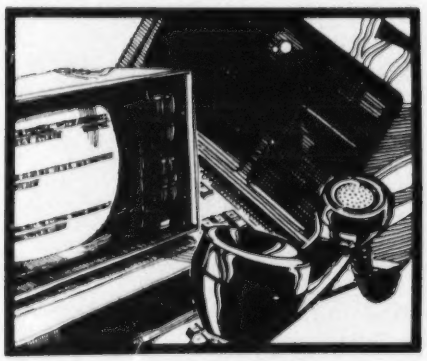
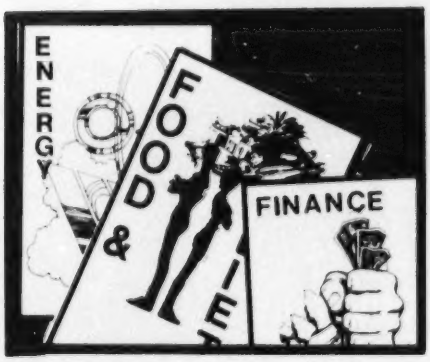
FUTURE

Media Competition

Associated Press Managing Editors Association

Louisville, Kentucky
November, 1983





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The Future:

Do we have one? Futurists, marketing experts and professors say yes, no and maybe

BY DEBORAH HOWELL
St. Paul Pioneer Press

The newspapers of the future that will be alive and well will be:

Without stock quotes or want ads;

Pocketbook computers with bubble memories;

More intensely local;

More intensely international;

More helpful and hopeful

Written for readers, not journalists.

This bag of predictions came from three futurists, two marketing experts, three newspaper analysts and two professors interviewed on how newspapers should deal with competition in the future.

The one quality everyone agreed that newspapers need most to survive is quality.

The best news is that no one thinks we're going down the tube in short order.

Merrill Lynch newspaper analyst Peter Falko is insistent. "Newspapers will definitely survive. Printed products have remained remarkably consistent as a percentage of personal disposable income. It's not money where newspapers will run into trouble, but time, readers' time. For the advertising dollar, the competition will be direct mail, shoppers, videotext, city magazines and broadcasting."

John Naisbitt got the information for his best-selling book, "Megatrends" by analyzing the content of our newspapers. He is optimistic about newspaper surviving in their present form and about their ability to compete in the future.

If what Naisbitt says is true, we have gone from an industrial society to an information society, and we're selling a good product — news. And it's not going to go out of style. Our main worries will be how it's sold and who's selling it. Naisbitt does not see the basic role of newsapers changing.

"It will be broad-based, an information supermarket. And the detail in stories will still be wanted after the headlines on television and radio," he said.

Newspapers fit right in with his notion about the need for "high touch" in a high-tech world.

"Reading a newspaper is like taking a warm bath. It's the very high high-touch end of the high-tech continuum. Reading a newspaper is participatory. With television, viewers are like empty vessels getting stuff poured into them. With newspapers, you can't get unless you give," he said.

He predicted that television will be less competitive and data services will be more competitive. He believes the new technology will bring some significant changes. . .electronic stock market tables and wants ads. These two shifts to electronics were mentioned widely by other persons I interviewed.

"A lot of newsprint is wasted now on stock market quotes. It would be easier and more efficient to do it electronically, to leave a standing order on your data service that you want your stock quotes printed every day.

"As newsprint becomes dearer, you can save and lose money by going to electronic want ads. Newspapers should plan ahead for not having them," Naisbett said.

Naisbitt believes newspapers are going to have to be more local (he applauds zoning) for what he sees as a more decentralized society and at the same time, more international to report the global economy.

"In the rush to a global economy, we are moving to a single, unitary economic village and readers will have more interest and it will be important that they know more."

Ben Compaine, executive director of the Program on Information Resources Policy at Harvard University, believes it is a mistake for editors to think too narrowly. He thinks that one reason the *Philadelphia Bulletin* folded was that it got too narrow and parochial while the *Philadelphia Inquirer* was being a broader-based global newspaper.

Naisbitt says in "Megatrends" that new technology will mean that "in the future, editors won't tell us what to read: We will tell editors what we choose to read."

That sounds much like what Charles I. Brown, chairman of the Board of AT&T, told the American Newspaper Publishers Association last year: "The consumer of information rather than the supplier of information will be in control when the information age comes to America and the other democratic societies."

To that end, futurist and author Marilyn Ferguson and Paul Shay of the forward-looking Stanford Research Institute have similar advice for newspapers wanting to survive.

"Both think readers want newspapers to accentuate the positive. They give a twist on the old argument that newspapers need to print more "good news."

Ferguson wrote a provocative, cultist bestseller, "The Aquarian Conspiracy" and publishes two national newsletters, "The Aquarian Conspiracy" and publishes two national newsletters, 'The Brain ind Bulletin" and "The Leading Edge."

She sees a number of personal and social transformative trends going on that she believes are revolutionizing this country in science, in healing, in education and spirituality. And perhaps, most of all, in human relationships.

She believes newspapers' main competition may be human. "People are getting better at creating their own environment. One competition will be socializing and the richness of interpersonal relationships. People will be spending more time with each other.

"The changing newspaper will increasingly become more oriented to printing information and creative solutions to family problems, to how people are making their lives work to social experiments on a grass-roots scale."

Ferguson doesn't see enough of the kind of hopeful and helpful reporting she would like in our newspapers.

The daily newspaper "is like a worrying relative visiting your house once a day, talking about nothing more than death, divorce and illness," said Ferguson.

"Newspapers give such a sense of hopelessness that there are so many problems that people don't even try to solve them. Life goes on with richness, but papers report doom and gloom, sustaining the illusion that much of the city is being mugged and underfed," she said.

"Newspapers are operated as busineses, but to survive, they need to consider how they contribute to the community," she said. She strongly suggests that we "get on the networking bandwagon. Newspapers should allow people to connect. There should be a lot more coverage on positive, constructive innovations."

In fact,she would like newspapers to do more "outrageous and creative thinking. Newspapers have an opportunity to regain opinion leadership if they can get beyond having political points of view, if they will take radical stands on issues that will cause people to think."

Paul Shay, vice-president for communications of Stanford Research Institute, is much harsher in his assessment of bad-news newspapers.

"Newspapers will have to redefine news. It is not sensational, scandal, violence and sex. Newspapers are fat, complacent and out of touch with the marketplace, arrogant, and 80 percent inaccurate. This is what is destroying newspapers," he said.

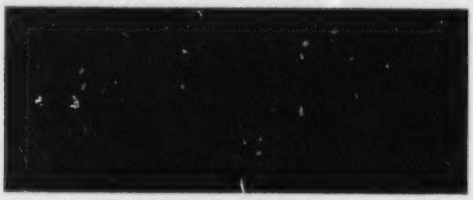
He offers examples. Newspapers always report unemployment figures, "but there are more people working than ever before. There is a revolution addressing local problems, solving problems and it is seldom reported. There is hopelessness, despair and no reporting of real positive trends."

He sees "an ominous trend toward declining readership among young people" and he thinks it's because of declining credibility. "Newspapers' main problem is that people don't believe them. Newspapers refuse to check back with sources. That's stupid and a license to lie."

"The healthiest newspapers are smaller, local papers. The smaller the newspaper, the better they are because they have a sense of community."

Shay, who says that "newspapers rent people's eyes for advertisers," believes our main competition will be "the explosive growth in newsletters and magazines and radio and telecommunications. Newspapers will continue to exist, but a declining market share is inevitable. There will be one-newspaper cities. Big metro newspapers will get more competition for the ad dollar from suburban newspapers and shoppers."

Shay believes that most newspapers will go the way of *USA Today* with more small articles and doing away with analytical



pieces, which will be confined to specialty publications.

"Readers will use them as catalogues of information. Shay's negative view of newspaper's credibility was shared by several persons interviewed.

Lyle Nelson, professor of journalism at Stanford University, said, "Newspaper reporters now rank below funeral directors in honesty and integrity and the only way to recover from that is to do a first-rate job of doing top-flight reporting."

While much of our competition may come from electronic sources and established suburban newspapers, there is another trend going on. "Everybody can be a Gutenberg," as Ferguson says.

Futurist Alvin Toffler, in his book, "The Third Wave," said that we are living in "a truly new era — the age of the de-massified media. A new info-sphere is emerging alongside the new techno-sphere. And this will have far-reaching impact on that most impoortant sphere of all, the one inside our skulls.

"With new, fast, cheap short-run printing presses, every organization, community group, political or religious cult and cultlet today can afford to print its own publication."

Ferguson described it well in her book. "The links in the expanding nervous system are not only the vast networks of commercial television and the daily newspapers and radio, but "other knowing" — innovative public television and small radio stations, small publishers, cooperatives of small magazines.

"There are newsletters, proliferating journals and magazines, self-published books. Every neighborhood has its quick-print shops, every supermarket and library its copying machines. Ordinary citizens have access to audio and video cassettes, computer time, home computers, cooperative use of national long-distance lines, inexpensive electronic typesetting equipment.

"And there are "new age" publications of all kinds: radio programs and newsletters, directories of organizations, lists of resources, Yellow Pages and handbooks and new journals about consciousness, myth, transformation, the future. Thousands of spiritual titles roll off the presses in inexpensive editions."

Newspaper analyst John Morton of Lynch, Jones and Ryan of Washington, D.C., believes that this is where our main competition will come from — free distribution of weekly publications of many kinds. "They're more important than electronic media. Television won't make further inroads for advertising revenue, local or national."

Futurist Joel Barker, president of Infinity Limited, of the Twin Cities, has a very different view of where we're headed. "Instead of a newspaper, there be groups of news people with lots of information to sell. In 10 to 12 years, we will see portable computers the size of a paperback book, loaded with a bubble memory which will contain a 200-page newspaper which a reader will be able to scan and browse through by punching up headlines and a first paragraph.

Reporters will give reportage to a network or editorial group. Readers will then pick their selection locally and nationally. Maybe they will be billed eight cents for Howard Cosell daily, maybe they will want business news from the *Wall Street Journal* and local news from your newspaper.

"You can get straight news for one price and ads for cheaper. The computer will offer you two levels of information, a capsule version or the whole story. The reader has the choice of how much they want.

He sees a rich future for reporters and editors. But they will have to get used to "information accountants,"who will be like a consumers' guide to reporters and editors and will give their seal of approval to the best ones.

"It's the owners who are in trouble with the $20 million they've spent on printing presses. Put newsprint and ink into the archives."

So, will we all be going to some form of videotext? Most persons interviewed don't believe that videotext will be a successful news medium, at least not in the next few years.

"It will be five to 10 years before videotext will do much from an advertising point of view," Compaine said.

Newspaper analyst John Morton also does

not see videotext as having a lot of commercial appeal. "Readers don't want to scroll through long stories on videotext. They don't want detail."

John Wooley, editor of Viewtron, Knight-Ridder's experiment in videotext, does not believe videotext is or will be in direct competition with newspapers, "but we will elbow our way into the great fight for people's time."

Wooley sees problems with videotext as a news medium. "It's hard to emphasize news judgment. It is crucial that there is no Page I. It's also difficult to do investigative journalism or eight-part series."

But he believes it is a misconception that stories have to be abbreviated to run on videotext. "Readers do skim through and select out stories and if it interests them, they will read it, no matter how long."

"Viewtron is more than simply a source of news. It's for personal messages, education, games and reference. It's a full-service medium, available for banking, shopping, getting your bio-rhythms done.

As a competitive force. . .we can be narrowly focused and provide in-depth coverage of narrow topics."

One example of Viewtron's micro-news is that it runs weekly tennis rankings of 400 children, aged 8 to 16, in southern Dade County, Fla. It also runs neighborhood-by-neighborhood crime reports, an index of what happened this week in a half-square-mile area.

Wooley believes that clasified ads will go well with Viewtron but that it is going to take a while to work out. "Classified ads are designed for newspapers and no one has yet to put together a system (he thinks it will take about five years) to put together in conjunction with a newspaper."

A common-sense approach to where videotext fits into the news media marketplace is suggested by Christine Urban, president of Urban and Associates, a Massachusetts market research and consulting firm specializing in newspapers.

She believes videotext is best for agate

"Videotext is a good way to collect and organize data you can search for and destroy. What we will need for the future is to get the right information on the right format. Videotext is wonderful for the stock market, shipping schedules, box scores.

"Electronics is better than paper for speed." Printed media are needed to capture good writing, when perspective is needed, "when the need to have it written is more important than the need to know the data," she said.

"The thing we will see is that the information will end up where it belongs in the marketplace. The economics of business will take care of it."

So what is the best advice all these folks have for us in our quest to keep our newspaper alive, growing and relevant.

"It's important not to give short shrift to the traditional role of newspapers to report the news, especially good vigorous local coverage and that's where it's the most expensive. That is wanted by the top two-thirds of the market with the greater income and education," Morton said.

From Urban: "Newspapers should move away from the stenographic role. Most everyone already knows what has happened by the time they get your newspaper. Use your talents for more than breaking normal news. Move back to enterprise reporting, uncover wrongdoing. And concentrate on writing quality. The inverted pyramid may not work.

"The smorgasboard approach, where everything has got to be crammed in, has to go. Editors aren't making enough decisions. I'm buying the editor to tell me what is important.

"The bottom line is to get better, not bigger. The measure of success for an editor is much more going to be what readers think of the paper, not what other journalists think of the paper. Don't worry about national trends; worry about your own market."

Although everyone interviewed was enthusiastic about USA Today, though most feel the verdict is still out on whether the newspaper will be a commercial success, Naisbitt said, "It has changed the way newspapers operate in packaging information as entertainment."

Ferguson said, "There will be a demand that print media become more attractive, livelier and more symbolic. People are becoming more sophisicated. A higher qual-

ity of writing is needed with zest, imagery, more akin to literature."

Naisbitt, again. He thinks the most important things we as newspaper editors can do to prosper is to go for quality and context. "The thing newspapers must do, the big opportunity and challenge is doing the hard work of putting information in context. People are dying for structure.

"The emphasis will be more and more on quality. Where are the great reporters? Readers will be more literate and increasingly they will be going to college. They will have better judgment."

(By the way, Naisbitt thinks "the best publication of its type in the world" is the Economist.)

Merrill Lynch Analyst Falko's advice: "Newspapers may not grow in circulation dramatically, but they can be profitable by creating new products. They should have done city magazines. By doing business sections, all sports, neighborhoods, by moving with the special-interest trend, you can preclude others coming in. Viewtron is nicely pre-emptive. If there's an opening, fill it."

In other words, know your market and what you're selling. As Naisbitt said, "We all now know that the railroads should have known they were in the transportation business and not just railroading."

Barker brought it down to us. "What you will be selling is relatively impartial information."

Finally, perhaps Morton says it best when he quotes H.L. Mencken. "Print the news and raise hell."

Compaine believes it's important for editors to remember that changes come incrementally. We can't ignore it, but "we are not going to wake up one morning and find newspapers gone."

But lest we get complacent, there is a new generation. Compaine is doing research on what he calls "video whiz kids," the children who are increasingly familiar with computer terminals.

"In 15 to 20 years, they may find it easy to manipulate data bases and culturally we will start to see new sets of skills. If there is a new generation of "glib video people, then the equation starts to change."

Future Talk

I walked into the *Pioneer* newsroom the other day and asked several of the brightest and most forward-thinking people working there what a paradigm shift is.

No one person knew. And neither did I before I read "Megatrends," "The American Conspiracy," and started interviewing futurists.

Paradigm shift is futurist talk. Paradigm is from the Greek word paradigma or pattern. It was a term coined by Thomas Kuhn, a science historian and philosopher in his 1962 book, "The Structure of Scientific Revolutions."

Futurist Marilyn Ferguson, who wrote "The Aquarian Conspiracy," says a paradigm is "a framework of thought, a scheme for understanding and explaining certain aspects of reality." And a paradigm shift "is a distinctly new way of thinking about old problems.

She describes a paradigm change or shift this way:

"It is the fourth dimension of change: the new perspective, the insight that allows the formation to come together in a new form or structure. Paradigm change refines and integrates. Paradigm change attempts to heal the delusion or either-or, this-or-that.

In many ways, it is the most challenging kind of change because it relinquishes certainty. It allows for different interpretations from different perspectives at different times.

"In paradigm change, we realize that our previous views were only part of the picture — and what we now know is only part of what we'll know later. Change is no longer threatening. It absorbs, enlarges, enriches. The unknown is friendly, interesting territory. Each insight widens the road, making the next stage of travel, the next opening easier."

Twin Cities futurist Joel Barker, explaining why he thought videotext was the wave of the future, said: "It's a paradigm shift. We will pull away from the material by which we thought we survived."

Cable Marches On

Newspapers pause for breath and take a look at where they're going or not going

By WARD (BUDDY) THREATT
Lake Charles, La., America Press

Newspapers' involvement in cable television endeavors during the past year ranged from hyperactive involvements through tentative forays to a "pullback" movement while awaiting more results from those forays and tests.

Thus, an attempt to weed out the significant advances in the cable involvement of the newspaper industry during 1983 is a hit or miss proposition at best. One can only take an overall view and pick out the places where activity seems more intense and point an arrow to lead managing editors who are searching for answers.

Greg Groce, AP's man in New York who keeps tabs on the cable television scene, says that 1982-83 was a period of retrenchment and reflection by newspapers in the cable field.

"It was a time of reassessment of the individual situations — a time to look at what had been an experiment to determine if there should be a solid commitment to the venture," Groce says.

He said in a number of cases, newspapers went into the field looking for a revenue producer, or to enhance the newspaper's identity.

"In a lot of cases, it was a revenue drain."

During the year, he said, newspapers were reassessing where it was taking them; determining if there was money to be made, and trying to find out how they could tailor their situations to evolve into a more sophisticated system.

Publishers during the year were looking for positioning; looking for proper equipment; assaying the options open and intensely studying various tests being conducted throughout the country.

Groce explained that involvements were in a number of different ways, such as the video programming aspect and teletext.

The argument over which delivery system is best is still going on, according to an article in the March/April 1983 *Columbia Journalism Review*. Writer Laurence Zuckerman says that despite the disagreement, "....all see videotex — whether of the one-way or two-way variety — as a tool for modern living, a means to receive news and life-style information personally tailored to individual needs, and, in some cases, to shop, bank, send and receive electronic mail, and keep track of your stock portfolio at home."

That same article noted that AP's test of electronic publishing concluded that news and information offered didn't equal the most popular feature: games. That test was criticized primarily because the news offered was not tailored to videotex, news was sometimes old and it was hard for viewers to get at the information.

During the ANPA/RI Management Conference in Las Vegas in June, Jane Wilson, ANPA telecommunications specialist, noted that cable is today's growth industry. She also cited the growth in the home computers will be in 20 percent of American homes. "The challenge is to find your niche."

Robert L. Anderson of the *Louisville Courier-Journal* and *Louisville Times* compared today's newspaper-generated cable situation insofar as advertising is concerned with that of the television networks which faced the same problem 35 years ago.

Anderson said teletext is easy to use offering local news, weather, sports, entertainment and classified ads. "People like the quick in, quick out," he said. The Louisville papers after conducting their tests with teletext took a breather to study the concept before moving on.

But where there was activity during the past year, it was mostly medium-circulation and smaller newspapers which found it easier to enter the field, primarily because they had to deal with only one cable franchise.

Electronic Publisher, a newsletter published by Paul Kagan Associates Inc., of Carmel, Calif., in its update this year, said the number of newspaper/cable operations increased by 18 from 1982 to early 1983

when its count was made.

Also, it might be noted, the *Electronic Publisher* said early this year:

"Amortization of production and distribution costs provides attractive motivation for newspapers. But ad retention and readership promotion appear to be the primary impetus for the newspapers' interest in cable.

Electronic Publisher earlier this year cited Viewtron and Videotex America as the two biggest pioneers in videotex. Both have made major advances during the past year in opening up major cities for local videotex entry.

Those forays are tentative. The newsletter stated: "None of the local publishers has yet bound himself to a full-scale videotex launch, and, in fact, most affiliates are committed only as far as sharing results from field trials."

There are three levels of electronic information services which can be offered cable television users.

There is the teletext such as is offered by *Newsday* to Long Island, N.Y., cable users. This method has cable printed news enhanced by music and graphics. Newsday's channel has continuous news, entertainment reviews, features, city guides and advertisements, using its existing staff and resources.

Another service is the one-way interactive method in which subscribers can choose what they want to view. A decoder and remote control handset is used by the consumer to obtain printed news, sports, weather, business data and features.

Then there is the two-way interactive service. Consumers may make selections of programs and order merchandise. American Bell has been doing quite a bit of research on this and has plans to market the service in Florida next year.

Times Mirror Videotex services in conjunction with Infomart of Canada has plans to begin a videotex service in the Los Angeles area early next year. Times Mirror also signed an agreement with *The Washington Post* to determine if it is practical to offer a commercial videotext service in the Washington-Baltimore area.

Videotext can be used to bank at home, order merchandise, play games or obtain news, educational material or other information. A special terminal is needed for this service. Consumers will pay between $20 and $40 per month for the service.

Other newspaper companies examining the Videotex America service for possible use in their areas include the *San Francisco Chronicle*, the *Arizona Republic* and *Phoenix Gazette*, the *Florida Times-Union* and *Jacksonville Journal* and the *Minneapolis Star and Tribune*.

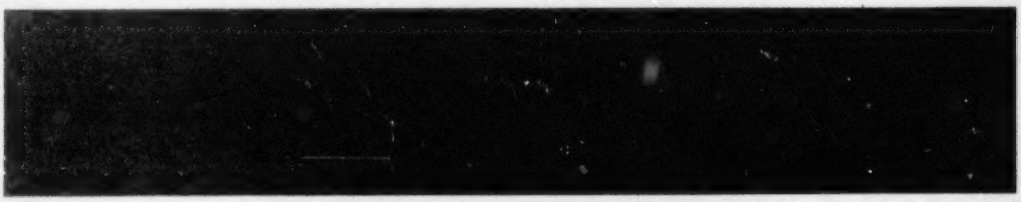
Knight-Rider Newspapers Inc.—AT&T's Viewtron videotext project has also experienced progress during the year with several agreements being reached to test newspaper markets for the service. Among the agreements are those with *The Seattle Times, Boston Globe, Kansas City Star and Times, Fort Worth Star Telegram* and the Baltimore Sunpapers. *Presstime* quotes a Knight-Ridder official as saying he expects Viewtron will be in "at least 20 major American cities in the next 10 years" as a result of the growing list of partnerships with newspaper publishers.

Some two dozen newspapers are geared up for the low-power television field, primarily in the north-central area of the nation. The FCC has a real problem handling paperwork with about 6,500 applications pending.

AP's Groce wound up by saying that there's still lots of interest in the low-power television concept but no major publishers are in the field, which as noted, seems to be limited to the very small rural areas.

One example was reported in *Editor and Publisher*, March 26, 1983. J.C. Penney Co. has agreed to purchase the videotex system operated by First Bank System of Minneapolis, *E&P* said. The experimental system provides news and information to about 250 farm households in Minnesota and North Dakota. The system combines electronic banking with general news, weather and specialized market information.

E&P said that newspapers providing the system with news are *Fargo Forum, Valley City Times-Record* and *Wahpeton/Breckinridge Daily News.*



NewsWatch 25 in Worcester

One newspaper's experiment is coming out of the laboratory

There were numerous evolvements during the past year in cable television which are in a stage of crawling out of the experimental state into a full-fledged commitment to offer information services to communities.

There are many, many different ideas being explored all over the country with several newspapers doing very extensive cable work.

One of the most active in the country was in Worcester, Mass., where Sharen M. Abbott, coordinator of telecommunications, termed 1982 a year of growth and development in her newspapers' "NewsWatch 25." The number of subscribers who can receive the service on Teleprompter's cable system in her area grew from 22,640 in January 1982 to nearly 26,000 at the end of the year.

"NewsWatch 25's" classified advertising program was expanded to include all classified categories, and a new rate card was established. During 1982, approximately 23,000 ad insertions were shown on the channel.

"In June, a display advertising program was launched and a full-time advertising sales position added to the staff," Abbott said. A "NewsWatch 25" logo and an advertising sales kit containing charts, diagrams and illustrations of text advertising were designed in cooperation with the newspapers' promotion department.

The Worcester group upgraded the character generator system used to program "NewsWatch 25" in August, 1982. The new system, which will store up to 16,000 "pages" or screenfuls of information, has "real time" control, or the ability to display different information at different times of the day, automatically.

Abbott said the "NewsWatch 25" has also initiated video programming. An Ikasami 350 TV camera, which can be used mounted on a tripod for studio use or carried on a photographer's shoulder for field work, was purchased, along with portable and rack-mounted video tape recorder/players, lights, microphones and other video equipment.

"'NewsWatch 25's" first video show, spotlighting the Home Show at the newly opened Centrum, was shown in October (1982)," Abbott said. Other specials produced by the "NewsWatch 25" staff included a documentary about Robert Hutchings Goddard, shown during the Goddard Centennial in October, an election night news show in November and, in December, "The Christmas Shopping Show," an experiment in "infomercials," a new form of longer TV commercials, she explained.

All of this activity caught the eyes of more than a dozen newspapers which sent representatives to view the operations.

Further evidence of public service offered Worcester area citizens is a 12-part series which "NewsWatch 25" started videotaping earlier this year in cooperation with the Worcester School Department. Abbot said the series, aimed at helping high school juniors and seniors improve their College Board scores, will be shown this fall. Other plans include a major promotional effort, additional video programming and an expansion of the text news service into neighboring cabled communities.

A survey of cable viewers in the Worcester area showed that 61 percent of the households contacted reported that someone in the family was a "NewsWatch" viewer.

Other survey results included:

- 35% of the viewers are 34-55 years of age; 31% are 18-34; 26% are over 55, and 7% are under 18.
- 51% have combined incomes of $15,000-30,000 per year; 16% have combined incomes of over $30,000.
- 60% watch up to four times daily; 8% watch more than five times daily.
- 42% watch more than 20 minutes at a time; 41% watch up to 10 minutes at a time; 17% watch from 10 to 20 minutes at a time.

And there is NEWS SKETCH in Orlando, Fla., where the Sentinel Star Co. is offering 24-hour information to more than 85,000 cable subscribers. NEWS SKETCH was chosen as the name for the service to emphasize

the graphics capability and its ability to provide continuously updated news. The locally oriented news service also offers national wire service news, sports results, weather, stock market updates and immediate emergency bulletins.

The Sentinel Star Co. uses Telidon, the Canadian Department of Communication's system of displaying video and teletext.

A December 1982 survey on how "useful" viewers rated the service shows weather information at 79%, news summaries 76%, sports results 54% and clock (time and date) 45%.

The attitude toward advertising survey showed 78% of the viewers found ads "eye-catching, informative and fun to watch."

In other developments during the year, *Presstime* magazine reported that the *Blade* of Toledo, Ohio, started a year-long videotex experiment in which information is provided free to anyone with a compatible personal computer. Using Tandy equipment, users can call up news briefs updated two to three times a day. The *Blade* is treating this as a novelty, Presstime says, while the newspaper is in a learning mode.

There are many more examples which could be offered. Managing editors wishing more information on what individual newspapers are doing could best look for the names of newspapers of comparable size to their own on the accompanying chart and contact them for more information.

What They're Doing

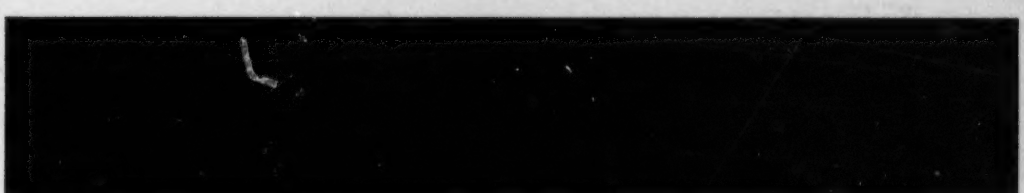
Here is a list of newspapers actively involved in or were planning character-generate text or video services. This listing is compiled from the Jan. 11, 1983, Electronic Publisher newsletter copyrighted by Paul Kagan Associates, Inc., 26386 Carmel Rancho Lane, Carmel, Calif., 93923:

Newspaper	Circulation	Cable subs
Albany (NY) Times-Union	83,031	42,500
Amsterdam (NY) Recorder	14,486	10,400
Ann Arbor (MI) Redford Observer	20,000	14,000
Arcola (IL) Record Herald	2,900	800
Asheville (NC) Citizen-Times	72,766	13,300
Athens (OH) Messenger	15,000	5,500
Athens (TX) Daily Review	6,500	2,000
Bangor (ME) Daily News	81,693	13,34
Baton Rouge (LA) Advocate-Times	114,400	57,248
Battle Lake (MN) Revie (w)	2,770	300
Belleville (IL) Journal (w)	38,875	8,500
Berwyn (IL) Life (w)	32,700	1.500
Blackshear (GA) Times (w)	2,976	950
Balir (NE) Enterprise News (w)	5,700	1,038
Bloomfield (IA) Democrat (w)	2,935	775
Bridgewater (NJ) Courier-News	58,877	20,000
Brownstown (IN) Banner (w)	4,711	200
Cape Coral (FL) Breeze	5,377	9,800
CaTonsville (MD) Times (w)	8,947	42,000
Central City (NV) Rep.-Nonpareil (w)	2,850	1,310
Champaign/Urbana (IL) News-Gazette	50,215	15,600
Channelview (TX) Sentinel (w)	33,592	6,700
Chariton (IA) Herald-Patriot (w)	4,202	1,120
Clinton (IA) Herald	22,000	15,000
Dallas (TX) Morning News	286,955	4,539
Danbury (CT) News-Times	39,471	19,500
Delavan (WI) Enterprise (w)	4,464	691

Hutchinson (MN) Leader	6,220	1,335
Jacksonville (FL) Times-Union	195,912	51,450
Jesup (GA) Press-Sentinel	6,500	3,806
Kennett (MS) Dunklin Democrat	7,900	4,800
LaGrange Park (IL) Life (w)	90,000	8,000
Leesburg (VA) Times-Mirror (w)	15,175	1.250
Lexington (KY) Herald-Leader	100,000	40,000
Lincoln (NE) Journal-Star	70,999	38,000
Longview (TX) Morning Journal	44,000	14,600
Louisville (KY) Courier	186,308	48,232
Marshalltown (IA)	15,653	4,917
Maryville (TN) Daily Times	20,460	new
Mason City (IA) Globe Gazette	22,593	6,359
Mayfield (KY) Messenger	7,251	2,750
Denton (TX) Record Chronicle	17,953	8,280
Des Moines (IA) Register & Tribune	207,988	44,427
Eaton (CO) North Weld Herald (w)	1,564	618
Eau Claire (WI) Leader-Telegram	33,335	19,050
Ellensburg (WA) Daily Record	5,885	4,609
Emporia (KS) Gazette	11,667	8,000
Excelsior Sp. (MO) Standard	2,200	2,000
Evansville (IN) Press	43,801	32,169
Farmers Branch (TX) Suburban News (w)	19,725	3,750
Fayetteville (NY) Eagle-Bulletin (w)	4,219	15,300
Fitzgerald (GA) Herald & Leader	4,840	3,572
Frankfort (IN) Times	8,052	2,294
Fredricktown (MO) Democrat-News (w)	4,127	700
Fresno (CA) Bee	126,828	25,865
Ft. Lauderdale (FL) News/Sun Sentinel	69,795	28,841
Gastonia (NC) Gazette	33,381	6,850
Goldsboro (NC) News-Argus	20,228	11,405
Grants Pass (OR) Daily Courier	16,041	8,504
Greenville (MI) Daily News	7,81	3,150
Hackensack (NJ) Record	148,143	120,000
Hartland (WI) Lake Co. Reporter (w)	7,27	2,500
Hinesville (GA) Coastal Courier (w)	7,500	4,843

Melville (NY) Newsday	515,000	165,000
Metropolis (IL) Planet (w)	5,165	480
Milwaukee (WI) Journal	318,723	22,000
Monroe (NC) Enquirer-Journal	11,858	1,900
Mooresville (NC) Tribune (w)	7,150	1,000
Murray (KY) Ledger & Times	7,629	4,675
North Adams (MA) Transcript	12,48	12,458
Nutley (NJ) Transcript (w)	6,850	110,000
Olathe (KS) Daily News	10,345	5,295
Omaha (NE) World-Herald	215,816	29,500
Orlando (FL) Sentinel Star	300,000	80,000
Ottumwa (IA) Courier	17,656	9,000
Paducah (KY) Sun	30,437	15,519
Phoenix (AZ) Republic Gazette	237,193	1,574
Community Crier (w)	5,322	9,954
Providence (RI) Journal	220,000	152,000
Quincy (MA) Patriot Ledger	82,612	200
Quincy (MA) Sun (w)	11,000	14,000
Redford (MI) Observer (w)	6,062	8,795
Sandusky (OH) Register	26,001	13,690
Shawnee (OK) News-Star	14,553	4,822
Spirit Lake (IA) Beacon (w)	4,100	2,000
Springfield (KY) Sun (w)	3,976	300
Temple Terrace (FL) Times Beacon	12,500	6,414
Toledo (OH) Blade	167,529	69,000
Troy (OH) Daily News	11,021	31,804
Vinton (OH) Cedar Valley times	4,000	776
Waco (TX) Tribune-Herald	48,865	31,109
Walnut Creek (CA) Contra Costa Times	107,036	16,493
Windsor (CO) Beacon (w)	2,212	317
Winston-Salem (NC) Journal	100,000	39,000
Winter Park (CO) Manifest	3,200	2,500
Worcester (A) Telegram & Gazette	108,555	20,900
York (NE) News-Times	6,270	2,528
Yuma (AZ) Daily Sun	16,539	21,000

(w) Weekly paper



Specialty Magazines

Some are succeeding and newspapers are learning

By SUSAN MILLER
Champaign-Urbana News-Gazette

Young adults — the college educated, the upscale 20s and early 30s — are a market many newspapers are struggling to reach. Speciality magazines have succeeded in penetrating this market with a blend of fitness, leisure, entertainment and consumer-oriented fare. Variations on the fitness-fashion-consumer theme are among the fastest-growing specialty publications.

Some newspapers have also developed special sections pitched to the interests of young adults. Together, they offer insights into what appeals to these readers — and to advertisers.

Sportstyle, begun in April 1983, is Fairchild's Publication's entry into the crowded fitness magazine field. It's a spinoff from a controlled circulation tabloid sent twice-monthly to retailers.

Managing Editor Bruce Weber says *Sportstyle* is designed for the grownup baby boomers "who read *Rolling Stone* in the '70s and are now interesteed in staying fit." He sees the new monthly as a lifestyle magazine — positioned to appeal to a broader market than single-sport magazines (on skiing and running, for example); more hedonistic and fashion-oriented than *Sports Illustrated* or *Outside;* more sophisticated than the how-to magazines such as *Self;* and carefully pitched to both sexes.

A *Sportstyle* kind of person is someone whose "anchor in life is fitness, who devotes part of every day to exercise, who vacations in the out-of-doors and enjoys sweat." At the same time, Weber says his reader is someone who "plays two sets of tennis and then comes in for a gin and tonic. He doesn't stay in shape to stay in shape. He's staying in shape to have a good time."

And *Sportstyle* has a sense of humor. A recent issue analyzed why Eugene, Ore., is "America's fitness capital," but featured the mortifications of a group of Chicago Cubs fans who paid to train and play at the team's All-Star Baseball Camp, and touted "The New Orleans Diet" ("a town united against fitness, a town whose drug of choice is cholesterol").

Sportstyle's snappy graphics and lavish use of four-color photos celebrate the "good life" in all its aspects. Advertising features not just athletic equipment and sports fashions, but also cars and liquors.

Initial demographics show the average reader to be a 30-year-old, college educated, earning $27,000 per year. Readership is 51 percent male, 49 percentr female; 89 percent of the readers own a pair of running shoes; 90 percent exercise at least twice a week. Target circulation is 150,000 by the end of the year.

Sportstyle may be more thoughtful and better edited than many of the new fitness, get-in-shape, love-your-body magazines, but the question remains: How many of these can survive? How soon will fitness be last year's fad?

"In our opinion, we're riding the crest of a wave. . .We think we're on to something, says Weber.

He acknowledges that fitness may eventually stop being trendy, but predicted that a lower level consciousness about the value of exercise will remain.

Althought the West Coast may have a higher percentage of residents caught up in the fitness movement than other part of the country, "There are new gyms opening up in New York City every day, Weber says. "If I take my bike to Central Park, I'm liable to be caught in the middle of three bike races."

What newspapers have caught the crest of this wave? Weber cites the San Diego Union and Tribune.

Leisure is a special broadsheet section published Tuesday evening in the *San Diego Tribune* (At Ease runs each Wednesday

morning in the *Union*).

With full-color cover, ample calendars and features, Leisure glorifies the entire range of non-team, non-pro sports — from fishing to skydiving, from jogging to croquet. It was begun a year ago and added later in the Union.

The look and tone somewhat resemble *Sportstyle's*, but Leisure is strictly about sports and recreation. Fashion, fitness, general health are carried in the *Tribune's* lifestyle section.

According to *Tribune* deputy editor Bob Witty, Leisure was started to pay more attention to participatory sports and has drawn good reader response. It's pitched primarily to readers in their 20s and 30s.

The staff consists of an editor, clerk and part-time copy editor. Much of the copy is free-lanced, but there's an average of one piece per week from other *Tribune* staff. Witty noted that a section on participatory sports was a natural for San Diego. "There are so many outdoor activities in Southern California we actually have less attendance at organized sports events than in most other cities."

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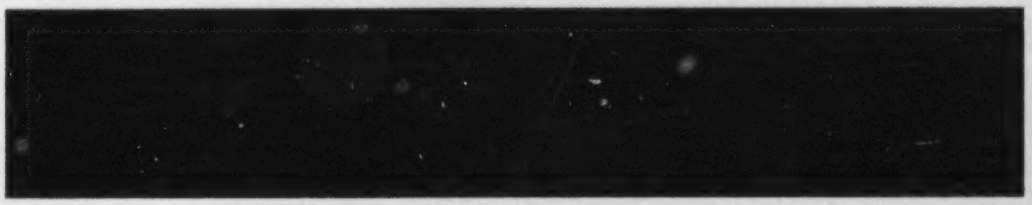
Body Talk, a monthly fitness package in the *Orange County* (Calif.) *Register*, also was started in answer to Southern California's "great preoccupation with fitness," says Dick Cheverton, assistant managing editor for features."

Designed to give readers material not found in the daily newspaper, Body Talk typically includes three open pages and several partial pages as part of a Sunday Accent package. Copy is both staff-written and free lance and edited by the in-house fitness expert.

Recent stories included a review of the dozen or so top fitness magazines; a look at fitness for very young children; and a piece on the problems of overtraining for teen athletes.



The Wise Up column answers readers' questions. More than 300 answers last fall to the offer of a supervised exercise and diet program for the winner. Cheverton sees Body Talk as a "very successful" effort to answer a body-conscious population.

Newsweek has taken a different tack in reaching out to younger readers. Hoping that hooked in college is hooked for life, it launched *Newsweek on Campus* last fall, publishing four issues over the course of the school year. The response from both readers and advertisers was good. It will publish six issues this year.

Newsweek on Campus is designed to tap topics of interest to college students, but to look and read so much like *Newsweek* itself that reader loyalty will transfer later on. "It's the future citizen theory — that they'll hook into *Newsweek* when they graduate," says magazine editor Jerrold Footlick.

Last year's distribution scheme called for binding 400,000 copies inside regular copies of *Newsweek* for those college students who were already subscribers, and circulating another 450,000 copies on 55 campuses as inserts in the local student newspaper.

Plans call for expanding circulation to 100 campuses in the fall of 1983, and test-selling it as a separate magazine. Readership may be as high as 3 million. (*Newsweek* assumes that each copy is seen by four students.) Advertising response was strong enough for it to break even the first year, despite a generally bad year for magazines overall.

What accounts for the success? According to Footlick, "It's not written down to students. It's written by Newsweek people — some of our star writers" — as opposed to the advertising "throwaways" that have been launched by other media. Footlick described these as "advertorial" — thinly disguised press releases and puff pieces wrapped around national ads. He noted that college students have become much more serious and career oriented.

In consequence, the four cover stories in 1982-1983 included (1) how to get a job (2) how rock music reflects serious themes and hard times (3) voluntary racial segregation of blacks and whites on campuses ("The cover story I'm most proud of," said Footlick) and (4) student entrepreneurs.

The *Champaign-Urbana, Ill., News-Gazette,* figured the University of Illinois, is a natural for a student-oriented magazine.

A free campus weekly, *Illini Times,* was begun in 1981 by outside entreprenueur, and operated for a year with some national and local advertising and limited local content.

The *News-Gazette* bought it in the summer of 1982, determined to upgrade both the editorial quality and ad lineage.

Although the *News-Gazette* had — and still has — limited circulation on campus, Illini Times has been enthusiastically received. Roughly 15,000 copies are distributed each Friday of the school term to all campus housing and offices and selected businesses in the community. Its lighthearted tone and distinctive photos and graphics set it apart from the five-day-a-week student paper, the daily Illini.

Although *Illini Times* has done cover stories on religious cults and ROTC, its forte is features on the lighter side of campus life: students discuss their most embarrassing moments, what's wrong with the opposite sex, their favorite pranks.

It has some standing features, such as compolete intramural scores and Illini Archives, a column on some aspect of the university's history. It makes liberal use of student models for its staged concept photos. (*Illini Times* runs a standing ad for models, rewards them with free *Illini Times* T-shirts.)

It is staffed by an editor, a full-time staff writer, a part-time sales representative.

Illini Times also picks up certain features in the *News-Gazette* (movie reviews and a calendar of local activities from Weekend magazine, sports columns and features from the Friday sports section.) Students are thus being introduced to some of the content in the *News-Gazette* itself, while receiving a publication especially designed for them.

Advertiser support is building, thanks to such standing features in *Illini Times* as a bar guide and a meet-the-merchants directory. Plans call for direct mail distribution this fall — both to living units on campus and to the thousands of off-campus rooms and apartments that are traditionally rented to students.

Direct mail will, of course, provide a guaranteed audience for advertisers and further cement students' exposure to The News-Gazette.

The key to the success of *Illini Times* — as with *Newsweek on Campus* — has been quality. Students may have specialized interests, but they won't abide being written down to and won't spend time with a shoddy editorial product.

On the other hand, grownups can write successfully for students — if they keep their readers' lifestyle and interests in mind.

To some extent, that's the key to all special interest magazines. To the extent that newspapers have gotten too formal, too official, too separated from the everyday interests and concerns of their readers, special interest magazines have moved in aggressively to take up the slack.

But where papers understand their local market and make an effort to serve a signficant interest group, they have proved every bit as capable of capturing readers' attention.

PHILIP BOOKMAN, CHAIRMAN
Stockton, Ca., Record

J.D. ALEXANDER, VICE CHAIRMAN
San Diego Union

WARD THREATT, VICE CHAIRMAN
Lake Charles, La., American Press

DON CASEY
St. Cloud, Minn., Times

BILL COOPER
Walla Walla Union Bulletin

DEBORAH HOWELL
St. Paul Pioneer Press

SUSAN MILLER
Champaign-Urbana, Ill., News-Gazette

ED RADEMACKERS
San Antonio Light

JAMES ROBISON
Orange County Register